



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

SRH Media Inc.
2204 Countryside Drive
Silver Springs, MD 20905

Contract # 196238

Schedule Dates 09/19/12-09/25/12
Advertiser Sobhani for Senate (16132)
Agency SRH Media Inc. (3168)
Product Political/Political (1088)
Brand Sobhani 9/19-9/25/12 (71761)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Hazelton, Steve
Phone/Fax /
CPE SOBHANI/US SENATE MD/9/19-9/25/12
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,776.25
Net Total \$72,398.75
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Sep. 2012
Grand Total: 49 \$85,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/19/12-09/24/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA				1	1	1			3	\$1,300.00	\$3,900.00	WJLA Arlington (WJLA)		9/18/12
2.0	Normal Line / SPOT	09/19/12-09/24/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$900.00	\$2,700.00	WJLA Arlington (WJLA)		9/18/12
3.0	Normal Line / SPOT	09/19/12-09/24/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1	1	1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		9/18/12
4.0	Normal Line / SPOT	09/19/12-09/24/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				1	1	1			3	\$2,400.00	\$7,200.00	WJLA Arlington (WJLA)		9/18/12
5.0	Normal Line / SPOT	09/19/12-09/24/12	3	:30	7:27P- JEOPARDY				1	1	1			3	\$4,400.00	\$13,200.00	WJLA Arlington (WJLA)		9/18/12
6.0	Normal Line / SPOT	09/21/12-09/24/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P						1			1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
7.0	Normal Line / SPOT	09/19/12-09/20/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P				1	1				2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		9/18/12
8.0	Normal Line / SPOT	09/19/12-09/24/12	3	:30	11:35P- ABC-ABC NIGHTLINE				1		1			2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/18/12
9.0	Normal Line / SPOT	09/20/12-09/20/12	3	:30	11:35P- ABC-ABC NIGHTLINE						1			1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

SRH Media Inc.
2204 Countryside Drive
Silver Springs, MD 20906

Contract # 196238
Schedule Dates 09/19/12-09/25/12
Advertiser Sobhan for Senate (16132)
Agency SRH Media Inc. (3168)
Product Political-Political (1088)
Brand Sobhan 9/19-9/25/12 (71761)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Hazelton, Steve
Phone/Fax /
CPE SOBHANI/US SENATE MD/9/19-9/25/12
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,776.25
Net Total \$72,398.75
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month Spots Rate
Sep. 2012 49 \$85,175.00
Grand Total: 49 \$85,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A					1	1	1		3	\$75.00	\$225.00	WJLA Arlington (WJLA)		9/18/12
11.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT WEEKEND							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/18/12
12.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	7:29P- JEOPARDY WEEKEND							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/18/12
13.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$450.00	\$450.00	WJLA Arlington (WJLA)		9/18/12
14.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT							1		1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/18/12
15.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	11:02P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/18/12
16.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	5P- NEWS-SUNDAY ABC 7 NEWS @ 5P							1		1	\$450.00	\$450.00	WJLA Arlington (WJLA)		9/18/12
17.0	Normal Line / SPOT	09/24/12-09/25/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$1,300.00	\$2,600.00	WJLA Arlington (WJLA)		9/18/12
18.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		9/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON DC

SRH Media Inc.
2204 Countryside Drive
Silver Springs, MD 20905

Contract # 196238

Schedule Dates 09/19/12-09/25/12
Advertiser Sobhani for Senate (16132)
Agency SRH Media Inc. (3168)
Product Political-Political (1088)
Brand Sobhani 9/19-9/25/12 (71761)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Hazelton, Steve
Phone/Fax /
CPE 50BHANI/US SENATE MD/9/19-9/25/12
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,776.25
Net Total \$72,398.75
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Sep. 2012
Spots 49
Rate \$85,175.00
Grand Total: 49 \$85,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	2P-ABC-GENERAL HOSPITAL	1	1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/18/12
20.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	4-5P-NEWS-ABC 7 NEWS @ 5P	1	1	1						2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
21.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	5-559P-NEWS-ABC 7 NEWS @ 6P	1	1	1						2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		9/18/12
22.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	6-659P- WHEEL OF FORTUNE	1	1							1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/18/12
23.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	7-727P- JEOPARDY	1	1	1						2	\$4,400.00	\$8,800.00	WJLA Arlington (WJLA)		9/18/12
24.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
25.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
26.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11-35P- ABC-ABC NIGHTLINE	1	1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/18/12
27.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11-35P- ABC-ABC NIGHTLINE	1	1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

SRH Media Inc.
2204 Countryside Drive
Silver Springs, MD 20905

Contract # 196238

Schedule Dates 09/19/12-09/25/12
Advertiser Sobhani for Senate (16132)
Agency SRH Media Inc. (3168)
Product Political-Political (1088)
Brand Sobhani 9/19-9/25/12 (71761)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Hazleton, Steve
Phone/Fax /
CPE SOBHANI/US SENATE MD/9/19-9/25/12
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,776.25
Net Total \$72,398.75
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2012	49	\$85,175.00
Grand Total:	49	\$85,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.0	Normal Line / SPOT	09/24/12-09/25/12	4	:30	4:30A- NEWS-GOOD MORNING WASHINGTON 4:30A	1	1	1						2	\$75.00	\$150.00	WJLA Arlington (WJLA)		9/18/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Sobhani Sept. 19-25 WJLA Revisions

Client: Sobhani
Media: TV
Product: N/A
Primary Demo: Adults 35+

Vendor: WJLA

Bill To:

Affiliation: ABC

Phone:
Fax:

Daypart	COST	Days							
		Wed	Thu	Fri	Sat	Sun	Mon	Tue	
		Dur	9/19	9/20	9/21	9/22	9/23	9/24	9/25

Total Spots

Washington, DC Oct12 Proj. (Oct11 HUT, May12 SHR) DMA Nielsen Live Only
WJLA-TV

[illegible]

Date: 9/18/201

Fax:

WJLA-TV

[illegible]

Sobhani Sept. 19-25 WJLA Revisions

Date: 9/18/201

Client: Sobhani
Media: TV
Product: N/A
Primary Demo: Adults 35+

Flight Start Date: 9/19/2012
Flight End Date: 9/25/2012

Vendor: WJLA

Bill To:

Affiliation: ABC

Phone:
Fax:

Daypart	COST	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
		Dur	9/19	9/20	9/21	9/22	9/23	9/24	9/25	Spots

Washington, DC Oct12 Proj. (Oct11 HUT, May12 SHR) DMA Nielsen Live Only

WJLA-TV										
M-Tu 7:30p-8p	\$4,400.00	30	0	0	0	0	0	1	1	2
JEOPARDY<								✓	✓	
M-Tu 11p-11:35p	\$3,200.00	30	0	0	0	0	0	1	1	2
ABC7 NWS AT 11<								✓	✓	
M-Tu 11:35p-12:05a	\$1,000.00	30	0	0	0	0	0	1	1	2
ABC-NITELINE<								✓	✓	
M-Tu 4:30a-5a	\$75.00	30	0	0	0	0	0	1	1	2
GOOD-WASH 430A								✓	✓	
Total Spots:		8	8	8	3	3	9	10		49

Total Cost: \$85,175.00
Total SEP 12 \$85,175.00 49